

Message Text

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ACTION ARA-10

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FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 8138

UNCLAS BOGOTA 3535

FOR S/NM, AID FOR MARY WAMPLER

EO 11652: NA

TAGS: SNAR, CO

SUBJ: PUBLIC AFFAIRS-MEDIA ADVISOR FOR GOC NATIONAL NARCOTICS
COUNCIL.

SUMMARY: MINHEALTH--CHAIRMAN OG GOC NATIONAL NARCOTICS COUNCIL--
HAS REQUESTED USG FUNDING FOR TWO-YEAR CONTRACT PUBLIC AFFAIRS-
MEDIA ADVISOR TO SERVE ON COUNCIL STAFF. ADVISOR WOULD HEAD UP
COUNCIL'S NATIONAL DRUG INFORMATION CENTER, DESIGN AUDIO-VISUAL
AND OTHER PROGRAMS AIMED AT STIMULATE COMMUNITY LEADERS INTEREST
IN AND ACTION AGAINST DRUG PROBLEM, DESIGN NATIONAL MASS MEDIA
DRUG AWARENESS CAMPAIGN AND COORDINATE SERIES SEMINARS
THROUGHOUT COUNTRY ON DRUG INTERDICTION, REHABILITATION PREVENTION
AND INTERNATIONAL COOPERATION, NARCOTICS COUNCIL PROGRAM OUTLINED
ABOVE FITZ MISSION OBJECTIVE OF INCREASING PUBLIC AWARENESS SOCIAL
AND HEALTH ASPECTS OF NARCOTICS PROBLEM IN THEMSELVES AND IN
SUPPORT OF ON-GOING NATIONAL/INTERNATIONAL INTERDICTION EFFORTS.
ACTION REQUESTED: RECOMMEND FAVORABLE CONSIDERATION THIS REQUEST
AND WELCOME QUESTION WHICH WILL AMPLIFY BRIEF PROJECT OUTLINE
BELOW END SUMMARY.

1. OVER PAST SEVERAL MONTHS, WE HAVE NOTED INCREASING OFFICIAL
AND UNOFFICIAL COLOMBIAN AWARENESS OF AND INTEREST IN DRUG
EDUCATION AND REHABILITATION PROGRAMS. THIS INTEREST SEEMS TO
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ARISE NATURALLY OUT OF HEAVY MEDIA COVERAGE OF NATIONAL AND

INTERNATIONAL INTERDICTION EFFORTS AND FROM REALIZATION THAT NARCOTICS ADDITION--NOT JUST TRAFFICKING--IS BECOMING A NATIONAL SOCIAL AND HEALTH REPRESENTATIVES OF THE MAJOR ENFORCEMENT ENTITIES AS WELL AS THE MINISTERS OF HEALTH AND JUSTICE, IS RESPONSIBLE FOR COORDINATION OF GOC AND PRIVATE DRUG EDUCATION/PREVENTION AND REHABILITATION PROGRAMS. IT HAS ALREADY BEGUN AN AMBITIOUS DRUG EDUCATION PROGRAM FOR 1975 AND 1976. PROGRAM INCLUDES THE ALLOCATION OF SOME 90,000 DOLLARS FOR THE ESTABLISHMENT OF REHABILITATION CENTERS IN CALI AND BOGOTA, NATIONAL MEDIA DRUG EDUCATION CAMPAIGN AND SERIES OF COMMUNITY LEADER SEMINARS ON DRUG ABUSE, EDUCATION AND ENFORCEMENT. THE FIRST IN THIS SERIES OF SEMINARS WAS HELD IN BOGOTA LAST WEEK; THE SECOND (WITH USIS-COSPONSORSHIP) IS SCHEDULED FOR CALI BEGINNING ON APRIL 20TH. FINALLY THE COUNCIL IS ALSO GIVING MATERIAL AND OTHER SUPPORT TO AD HOC GROUPINGS OF CONCERNED CITIZENS NOW BEGINNING TO FORM IN MAJOR CITIES.

2. IN LINE WITH ABOVE APPROACH TO NATIONAL NARCOTICS PROBLEM, MINHEALTH HAS FORMALLY REQUESTED USG FUNDING FOR TWO YEARS SERVICES EXPERIENCED PUBLIC AFFAIRS-MEDIA ADVISOR TO WORK WITH NATIONAL NARCOTICS COUNCIL STAFF. FIRST MAJOR TASK FOR THIS ADVISOR WOULD BE TO ORGANIZE NATIONAL MEDIA SEMINAR ON DRUG ABUSE AIMED AT ENLISTING FULL MEDIA SUPPORT FOR NATIONAL DRUG EDUCATION CAMPAIGN IN ENSUING MONTHS, ADVISOR WOULD ORGANIZE DRUG INFORMATION CLEARING HOUSE DESIGN AND CARRY OUT A NATIONAL MULTI-MEDIA CAMPAIGN AND PRODUCE ADDITIONAL SUPPORT MATERIALS FOR PRESS, RADIO, TV AND MOPIX. FINALLY, ADVISOR WOULD --WITH COOPERATION OF MINS HEALTH AND JUSTICE--PRODUCE AUDIO VISUAL AND OTHER MATERIALS FOR PRESENTATION AT A SERIES OF SMALL DRUG SEMINARS DESIGN TO EDUCATE AND MOTIVATE

COMMUNITY LEADERS. THESE SEMINARS WOULD STRESS FULL RANGE NARCOTICS ISSUES INCLUDING INTERDICTION, INTERNATIONAL COOPERATION, EDUCATION AND REHABILITATION.

3. MINHEALTH HAS SPECIFICALLY REQUESTED SERVICES FORMER PCV ORGANIZE ABOVE PROGRAMS. PCV HAS PREVIOUSLY WORKED WITH NATIONAL NARCOTICS COUNCIL, SPEAKS EXCELLENT SPANISH, HAS DEVELOPED CLOSEST PROFESSIONAL RELATIONS WITH COUNCIL EXECUTIVE DIRECTOR AND IS WILLING TAKE ON THIS ASSIGNMENT. MOREOVER, HIS TRAINING (BA IN AUDIO VISUAL COMMUNICATIONS WITH MINOR IN PSYCHOLOGY) FITS JOB UNCLASSIFIED

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NEEDS. FOR PLANNING AND DISCUSSION PURPOSES, WE WOULD ESTIMATE HIS BASIC SALARY AT DOLLARS 12,000 PER YEAR, PLUS ONE ROUND TRIP US-COLOMBIA, PLUS HHE AND POV TRANSPORT COSTS. PROPOSED PROJECT AGREEMENT SHOULD ALSO INCLUDE DOLLARS 20,000 OVER TWO-YEAR PERIOD HELP DEFRAY INITIAL MATERIAL AND SUPPORT COSTS FOR MEDIA SEMINAR, NATIONAL MEDIA CAMPAIGN AND ESTABLISHMENT DRUG NATIONAL INFORMATION CLEARING HOUSE. RECOMMEND THAT USAID ACT AS CONTRACTING AND FISCAL AGENT AND THAT CONTRACT FOR PROPOSED PUBLIC AFFAIRS-

MEDIA ADVISOR BE NEGOTIATED BY AID/W.

4. MISSION NARCOTICS COMMITTEE STRONGLY SUPPORTS PROPOSALS OUTLINED ABOVE AS LOCAL NEXT STEP IN INSTITUTIONALIZING COLOMBIAN NATIONAL DRUG EDUCATION, REHABILITATION AND INTERDICTION EFFORT. THOUGH MANY TOP POLITICAL LEADERS AND LEADING LAW ENFORCEMENT OFFICERS HERE ARE CONVINCED THAT COLOMBIA NOW FACES A WIDE RANGE OF SOCIAL PROBLEMS CREATED BY NARCOTICS TRAFFICKING AND USE, MOST INFORMED COLOMBIANS STILL VIEW DRUGS AS AN INTERNATIONAL (READ NORTH AMERICAN AND EUROPEAN) ISSUE WHICH DOES NOT--EXCEPT IN THE AREA OF INTERDICTION--IMPACT UPON THIS COUNTRY. THE PRESS, THOUGH IT HAS BEGUN TO FOCUS ON DRUG EDUCATION AND REHABILITATION, STILL TENDS TO GIVE HEAVIEST PLAY INTERDICTION EFFORTS, THEREBY REINFORCING THIS POPULAR VIEW. FACT THAT COLOMBIA'S MIDDLEMAN ROLE IN INTERNATIONAL DRUG TRAFFIC IS LEADING TO GROWTH OF POWERFUL, SYNDICATE-LIKE LOCAL CRIMINAL ORGANIZATIONS IS BY AND LARGE IGNORED AS IS FACT THAT DRUG USE AMONG MIDDLE AND UPPER-MIDDLE CLASS COLOMBIAN YOUNGTH IS ON THE RISE. DANGER IS THAT, ONCE HEAVY USG FINANCIAL SUPPORT FOR RELATIVELY MASSIVE LOCAL INTERDICTION EFFORT IS TERMINATED, COLOMBIAN WILL NO LONGER FIND IT IN ITS NATIONAL INTEREST TO MAINTAIN EXPENSIVE ANTI-DRUG EFFORTS AT CURRENT HIGH LEVELS. ONE WAY TO AVOID THIS SYNDROME IS, WE ARE CONVINCED, TO SUPPORT HOME-GROWN EFFORTS AT DRUG EDUCATION AIMED FIRST AT WIDE GROUP OF OPINION-MAKERS AND LATER AT MASS AUDIENCE.

5. ACTION REQUESTED: MISSION BE GIVEN GO-AHEAD AND GUIDELINES ENTER INTO NEGOTIATIONS WITH MINHEALTH AND NATIONAL NARCOTICS COUNCIL LEADING TOWARD PROJECT AGREEMENT INCORPORATING COMPONENTS (CONTRACT PERSON AND SUPPORT COSTS) OUTLINED ABOVE, AND INCLUDING SPECIFICS OF GOC NARCOTICS EDUCATION PROGRAMMING AND MAJOR SUPPORT COSTS TO BE BORNE BY NATIONAL NARCOTICS COUNCIL.
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